

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 7891

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E.O. 11652: N/A

TAGS: BEXP, MX

SUBJECT: OIM TARGET INDUSTRY RESEARCH : METALWORKING AND
FINISHING EQUIPMENT (MFE)

REF: STATE A-6738, AUG. 6, 1973

FOR COMMERCE

1. FIFTEEN RESEARCH FIRMS INVITED TO BID WITH ONLY FOUR REPLYING.
OTHERS EITHER DID NOT SUBMIT A BID OR REPLIED BY LETTER STATING
IMPOSSIBILITY OF DOING ADEQUATE JOB UNDER SPECIFICATIONS AND
FOR AMOUNT NOT EXCEEDING US\$4,000.

2. ONE BIDDER, HAZZARD AND ASOCIADOS,
HAS SUBMITTED BID COVERING
MEXICO AND BRAZIL. ONLY THE MEXICAN BID WILL BE CONSIDERED
HERE BUT INFORMATION REGARDING BRAZIL BID IS INCLUDED IN COPY
AIRMAILED TO COMMERCE.

3. EVALUATION OF BIDS FOLLOW:

A. HAZZARD AND ASOCIADOS, S.A. DE C.V.

COST US\$4,000 OR \$50,000 PESOS. 40 PERSONAL INTERVIEWS, 100
TELEPHONE INTERVIEWS. TWO EXPERIENCED INTERVIEWERS. TIME 13-15
WEEKS (ON BASIS OF MULTI-COUNTRY PROPOSAL). NO STATED MARKET
SURVEY EXPERIENCE IN METALWORKING AND METAL FINISHING EQUIPMENT.

B. LERMA Y CIA.

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COST US\$4,000. 40 PERSONAL INTERVIEWS, 200 TELEPHONE INTERVIEWS. THREE EXPERIENCED INTERVIEWERS. TIME 10 WEEKS. NO STATED MARKET SURVEY EXPERIENCE IN TOPIC UNDER STUDY, ALTHOUGH THREE INTERVIEWERS ARE INDUSTRIAL, CIVIL AND MECHANICAL ENGINEERS RESPECTIVELY AND PRESUMABLY ARE FAMILIAR WITH METALWORKING EQUIPMENT.

C.C.R. QUICK Y ASOCIADOS.

COST US\$5,000 OR 62,500 PESOS. FORTY PERSONAL INTERVIEWS, TEN TELEPHONE INTERVIEWS. TWO EXPERIENCED INTERVIEWERS. TIME ELEVEN WEEKS. WHILE NO PRIOR SURVEYS UNDERTAKEN HAVE TOUCHED DIRECTLY ON MFE, SEVERAL HAVE COVERED GENERAL AREA OF METALWORKING EQUIPMENT. BOTH INTERVIEWERS ARE ELECTRICAL ENGINEERS.

D. RETAIL CREDIT COMPANY.

COST US\$3,500 OR \$43,750 PESOS. FORTY PERSONAL INTERVIEWS, NO TELEPHONE INTERVIEWS. NUMBER OF INTERVIEWERS NOT GIVEN. ONE PROJECT DIRECTOR WILL COORDINATE WORK. TIME IS 13 WEEKS. NO INDICATION OF PRIOR EXPERIENCE IN METAL FIELD.

4. ON PRICE BASIS ALONE RETAIL CREDIT IS LOWEST. HOWEVER PROJECT DIRECTOR IS SAME WHO WORKED ON MATERIALS HANDLING RESEARCH FOR HAZZARD, WHICH WAS SUBMITTED LATE AND WITH MULTIPLE PROBLEMS. C.R. QUICK HAS FINISHED ONE SURVEY AND IS WORKING ON ANOTHER, BUT PRICE IS OVER OTHER BIDDERS. HAZZARD HAS BEEN REORGANIZED AND IS NOW BETTER EQUIPPED TO HANDLE JOB, IS WITHIN PRICE STRUCTURE AND HAS EXPERIENCED PERSONNEL, THOUGH APPARENTLY LITTLE KNOWLEDGE OF THIS AREA OF INDUSTRY. LERMA, IN SPITE OF SOMEWHAT GARBLED PRESENTATION, APPEARS TO HAVE OFFERED AN ADEQUATE PACKAGE WITHIN PRICE STRUCTURE AND HAS MORE EXPERIENCED PERSONNEL.

5. ON INFORMATION SUBMITTED WE SUGGEST EITHER HAZZARD OR LERMA, WITH INDICATIONS THAT LATTER BETTER EQUIPPED FOR JOB.
MBBRIDE

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